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Campus Name

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 3312-section number, Principles of Marketing

# **4. TERM**:

Summer 2019

# **5. INSTRUCTOR**:

Andrew Honeycutt

# **6. CONTACT INFORMATION**:

Office phone: 404-895-2765

WBU Email: Andrew.honeycutt@wayland.wbu.edu

Cell phone: 404-895-2765

# **7. OFFICE HOURS, BUILDING & LOCATION**:

M/W/TH 5:30-6:00

# **8. COURSE MEETING TIME & LOCATION**:

Meeting day & time: ONLINE

# **9. CATALOG DESCRIPTION**:

Marketing functions of the firm and the impact of consumer and industrial buying behavior. Variables of the marketing mix: product, price, physical distribution, channels of distribution, advertising, personal selling, and sales promotion. Economic, social, ethical, technological, and legal influences on marketing decision-making.

# 10. PREREQUISITE:

None

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| Marketing 12 | Lamb | 12th | 2019 | Cengage | 9781-33740-7588 | 6/14/18 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Identify and explain the following important concepts in marketing: the role of marketing in society and in the firm, the various factors that influence marketing decision –making, and the product life cycle.
* Define marketing terminology including terms, concepts, and frameworks used by marketing managers.
* Apply the management principles of planning, implementation, and control to marketing development, distribution, pricing, and promotion of goods/services.
* Demonstrate the role of ethics and social responsibility in marketing.
* Identify and apply appropriate marketing segmenting techniques.
* List and be able to conduct analysis with regard to creative selection of target markets and blending decisions related to product, price, promotion, and place (the marketing mix) to meet the needs of a target market.
* Utilize and demonstrate the use of library tools, including the Internet, in conducting marketing research.
* Identify and describe the components of personal selling.
* Identify the major decision areas under marketing responsibilities, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.
* Describe the link between wholesalers, retailers, and other channels of distribution.
* Differentiate between domestic and international marketing concepts and opportunities.
* Discuss the importance of advertising in interacting with all levels of customers including wholesaler, retailer, and end user.

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

**The course will have the following grading components:**

* **Discussion Board\* 100 Points**
* **Exam One 100 Points**
* **Exam Two 100 Points**
* **Exam Three 100 Points**
* **Exam Four 100 Points**

**Total Points 500 Points**

**\*** Every two weeks you will be asked to reflect on and respond to a Discussion Board question and post your contribution to the topic on the Discussion Board. Your contribution to the topic should be clear, complete, and accurate. This assignment also requires that you read the answers posted by your classmates and each week respond to at least one of those postings.

Your answers must be posted no later than noon on the Saturday of each week. Your responses to the answers of other students are due no later than noon the following day (Sunday). Late discussion responses and replies will receive NO credit. .

Make sure you check your answers for spelling and grammar. You may go back and edit your answer but not remove it. When you are ready, post your answer.

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

Week 1

* Chapter 1 -  Introduction
* Chapter 2: Strategic Planning

Week 2

* Chapter 3 Ethics and Social Responsibility
* Chapter 4: The Marketing Environment
* Chapter 5: Global Vision

Week 3

* Exam 1 (Chapters 1-3)
* Chapter 6: Consumer Decision Making

Week 4

* Chapter 7: Business Marketing

Week 5

* Exam 2 (Chapters 4-7)
* Chapter 8: Market Segmentation

Week 6

* Chapter 9: Market Research
* Chapter 10: Product Concepts

Week 7

* Chapter 11: Managing Products
* Chapter 12: Services and Nonprofit

Week 8

* Exam 3 (Chapters 8-12)
* Chapter 13: Supply Chain
* Chapter 14: Retailing

Week 9

* Chapter 15: Marketing Communications
* Chapter 16: Advertising and Promotions
* Chapter 17: Selling

Week 10

* Chapter 18: Social Media
* Chapter 19: Pricing
* Exam 4 Chapters 14,15, 18 & 19)

# 19. ADDITIONAL INFORMATION

Faculty may add additional information if desired.